

PATENT SPECIFICATION



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PROVISIONAL SPECIFICATION.

Improved Construction of Show Card or Display Stand.

We, THE KINGSWAY PRESS, LIMITED, of Kingsway House, Kingsway, London, W.C.2, a British Company, do hereby declare the nature of this invention which has been communicated to us from abroad by Arvey Corporation, of Factory Terminal Building E, 16th Street, and River Front, Hoboken, New Jersey United States of America, a Corporation registered under the Laws of New Jersey, United States of America, to be as follows:—

This invention relates to a show card or stand for supporting and displaying articles for sale or exhibition, and has for its object to provide an improved stand which when erected will provide a series of shelves or supports on which articles can be displayed and which can easily and quickly be folded into the flat for transit.

According to this invention, the stand consists of a front member and two side members hinged together for a portion of their length, the front member is formed or provided with a series of horizontal strips above the hinged portion, each other strip being provided or formed with a hook like member on each side, whilst the side members are curved or angled off above the hinged portion and provided with a series of vertical slots arranged step-wise, so that when the side members are bent at right angles to the front member and parallel to each other, the hook-like members on the front member can be dropped in the vertical slots, the strips folding so that a series of shelves or steps are provided for display of articles, preferably means are provided whereby the stand can be locked or held in its erected condition.

The invention can be carried into effect in a variety of ways as to detail construction, and as one example, a sheet of millboard, cardboard or the like is employed which is cut so that there is a square or oblong centre portion and two side portions, the side portions being cut with a series of ascending and receding curves from the centre portion to near the outside top edges of the side portions, each curve having a vertical slot at its

junction with the next curve, so that a series of vertical slots are provided rising in progressive and outward positions from the centre portion. The top outside corners of the side portions are cut at an angle and each formed with a projecting tongue or tongues, and vertical score lines are provided between the centre portion and the side portions so that the side portions can be bent backwards so as to be at right angles to the centre portion and parallel to each other.

In connection with the centre portion are strips of millboard or the like which are scored along their length at a little distance from the bottom edge and again at a greater distance from the bottom edge, and such strips are cut or provided with a hook-shaped projecting portion on each side. A number of these strips are employed i.e. one for each shelf and are connected together by bending over the portion below the lower score line and securing it to the back of the top of the adjacent strip so that the bottom edge of one strip is level with the top edge of the next strip whereby on bending the strips on the score lines a series of steps are provided with the riser of one step projecting above the next higher step. The bottom strip is secured to the back of the centre portion just below the top edge and preferably the top strip above the top score line is longer than the other strips, and to the back of the top strip is hinged a strip of millboard or the like provided with slots corresponding to the tongues on the side members.

To form a stand the side members are bent backwards at right angles to the front member and the strips bent on the score lines and the hook-like projections engaged in the vertical slots, when a series of stepped shelves having front retaining walls will be provided for display of articles, and by bending the slotted strip on the back of the top strip over, and engaging the slots over the tongues of the side pieces, the whole will be held or locked together.

The stand can be decorated in any suitable way and advertisements applied.

also a separate advertising or show-card can be employed formed with a tongue portion and two slots or hooks whereby it can be engaged over the top strip when desired.

For transit the slotted strip is disengaged from the tongues, and the strips lifted so that the hook-like projections are disengaged from the slots when the side portions can be folded onto the centre portion and the strip portion also folded on itself and on the centre portion and so provide a flat article.

In some cases and especially where steps or shelves without front walls are

required the whole may be constructed in one piece, or alternately the whole or portions may be separate and connected together by hinges and the side portions may be scored or provided with side strips which can be bent at right angles to the side portions to give additional support when erected.

Dated this 29th day of November, 1932.

H. GARDNER & SON,
Chartered Patent Agents,
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E.C.4,
Agents for the said Applicants.

COMPLETE SPECIFICATION.

Improved Construction of Show Card or Display Stand.

We, THE KINGSWAY PRESS, LIMITED, of Kingsway House, Kingsway, London, W.C.2, a British Company, do hereby declare the nature of this invention which has been communicated to us from abroad by Arvey Corporation, of Factory Terminal Building E, 16th Street, and River Front, Hoboken, New Jersey United States of America, a Corporation registered under the Laws of New Jersey, United States of America, and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to a show card or stand for supporting and displaying articles for sale or exhibition, and has for its object to provide an improved stand which when erected will provide a series of shelves or supports on which articles can be displayed and which can easily and quickly be folded into the flat for transit.

According to this invention, the stand consists of a front member and two side members, the lower portions of the side members being hingedly connected to the lower portion of the front member, one on each side, and the upper portion of the front member is formed or provided with a series of horizontal strips, each strip being provided or formed with a hook like member or projection on each side, whilst the upper portions of the side members are curved or angled off and provided with a series of vertical slots arranged step-wise, so that when the side members are bent at right angles to the front member and parallel to each other, the hook-like members on the front member can be dropped in the vertical slots, the strips folding so that a series of shelves or steps are provided for display

of articles. Preferably means are provided whereby the stand can be locked or held in its erected condition.

The invention will be clearly understood from the following description aided by the accompanying drawings in which one example of carrying the invention into effect is illustrated and in which:—

Figure 1 is a front view of the preferred construction of stand in the erected position.

Figure 2 is a section on the lines II, II of Figure 1.

Figure 3 is a plan of Figure 1.

Figure 4 is a side view of the top portion of Figure 2.

Figure 5 is a view of the stand illustrated in Figure 1, in the flat or opened out condition.

Figure 6 is a section on the lines VI, VI of Figure 5.

Figure 7 is a detail view of one of the strips used in constructing the stand.

Figure 8 is a detail view of the top strip from the back.

Figure 9 is a view of the stand according to Figure 1 in the folded or collapsed condition.

The invention can be carried into effect in a variety of ways as to detail construction, and according to the example shown on the accompanying drawings, a sheet of millboard, cardboard or the like is employed which is cut so that there is a square or oblong centre portion 1 and two side portions 2, 2, the side portions 2, 2 being cut with a series of ascending and receding curves 2^a, 2^a from the centre portion 1 to near the outside top edges of the side portions 2, 2, each curve 2^a, 2^a having a vertical slot 2^b, 2^b at its junction with the next curve, so that a series of vertical slots 2^b, 2^b are provided rising in progressive and outward posi-

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tions from the centre portion 1. The top outside corners 3, 3 of the side portions 2, 2 are cut at an angle and each formed with a projecting tongue 3^a, 3^a or tongues, and vertical score lines 4, 4 are provided between the centre portion 1 and the side portions 2, 2, so that the side portions 2, 2 can be bent backwards so as to be at right angles to the centre portion 1 and parallel to each other.

In connection with the centre portion 1 are strips of millboard or the like 5 which are scored along their length at a little distance from the bottom edge, as at 5^a (Figure 7), and again at a greater distance from the bottom edge as at 5^b (Figure 7) and such strips 5 are cut or provided with a hook-shaped projecting portion 6, 6 on each side. A number of these strips 5 are employed i.e. one for each shelf and are connected together by bending over the portion below the lower score line 5^a and securing it to the back of the top of the adjacent strip 5 so that the bottom edge of one strip is level with the top edge of the next strip whereby on bending the strips 5 on the score lines 5^a, 5^b a series of steps are provided with the riser of one step projecting above the next higher step. The bottom strip 5 is secured to the back of the centre portion 1 just below the top edge and preferably the top strip 5^a above the top score line 5^b is longer than the other strips 5, and to the back of the top strip 5^a is hinged a strip of millboard or the like 7 provided with slots 7^a, 7^a corresponding to the tongues 3^a, 3^a on the side members.

To form a stand the side members 2, 2 are bent backwards at right angles to the front member 1 and the strips 5 bent on the score lines 5^a, 5^b, and the hook-like projections 6 engaged in the vertical slots 2^b when a series of stepped shelves having front retaining walls will be provided for display of articles, and by bending the slotted strip 7 on the back of the top strip 5^a over, and engaging the slots 7^a, 7^a over the tongues 3^a, 3^a of the side pieces 2, 2, the whole will be held or locked together.

The stand can be decorated in any suitable way and advertisements applied, also a separate advertising or show-card can be provided for attaching to the stand and such advertising or show-card could consist of a card or board formed with two slots or hooks corresponding to the hooks 6, whereby it can be engaged over the top pair of slots 2^b and be positioned in front of the top strip 5^a.

For transit the slotted strip 7 is disengaged from the tongue 3^a, 3^a, and the strips 5 lifted so that the hook-like pro-

jections 6 are disengaged from the slots 2^b when the side portions 2, 2 can be folded on to the centre portion 1 and the strip portion also folded on itself and on the centre portion 1 and so provide a flat article.

In some cases and especially where steps or shelves without front walls are required the whole may be constructed in one piece, or alternately the whole or portions may be separate and connected together by hinges and the side portions 2, 2 may be scored as at 2^a, 2^a, or provided with side strips 2^a, 2^a which can be bent at right angles to the side portions 2, 2 to give additional support when erected.

Having now particularly described and ascertained the nature of our said invention and in what manner the same is to be performed, we declare that what we claim is:—

1. A foldable or collapsible show card or display stand, consisting of a front member and two side members, the lower portions of the side members being hingedly connected to the lower portion of the front member, one on each side, the upper portion of the front member being formed or provided with a series of horizontal strips, each strip being provided or formed with a hook-like member or projection on each side, and the upper portions of the side members being curved or angled off and provided with a series of vertical slots arranged step wise, so that when the side members are bent at right angles to the front member and parallel to each other, the hook-like members on the front member can be dropped in the vertical slots, the strips folding so that a series of shelves or steps are provided for display of articles.

2. In a foldable or collapsible show card or display stand as claimed in claim 1, forming the horizontal strips portion from a series of separate strips having a hook-like member on each side and scored along their length at a little distance from the bottom edge and again at a greater distance from the bottom edge, and connecting together by securing the portion below the bottom score line in an inverted position to the top of the next lower strip whereby on bending the strips on the score lines a series of shelves with a front wall are provided for the purpose set forth.

3. In a foldable or collapsible show card or display stand as claimed in Claims 1 and 2 providing means for locking or retaining the stand in the erected position.

4. A foldable or collapsible show card

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or display stand constructed substantially
as described with reference to the
annexed drawings.

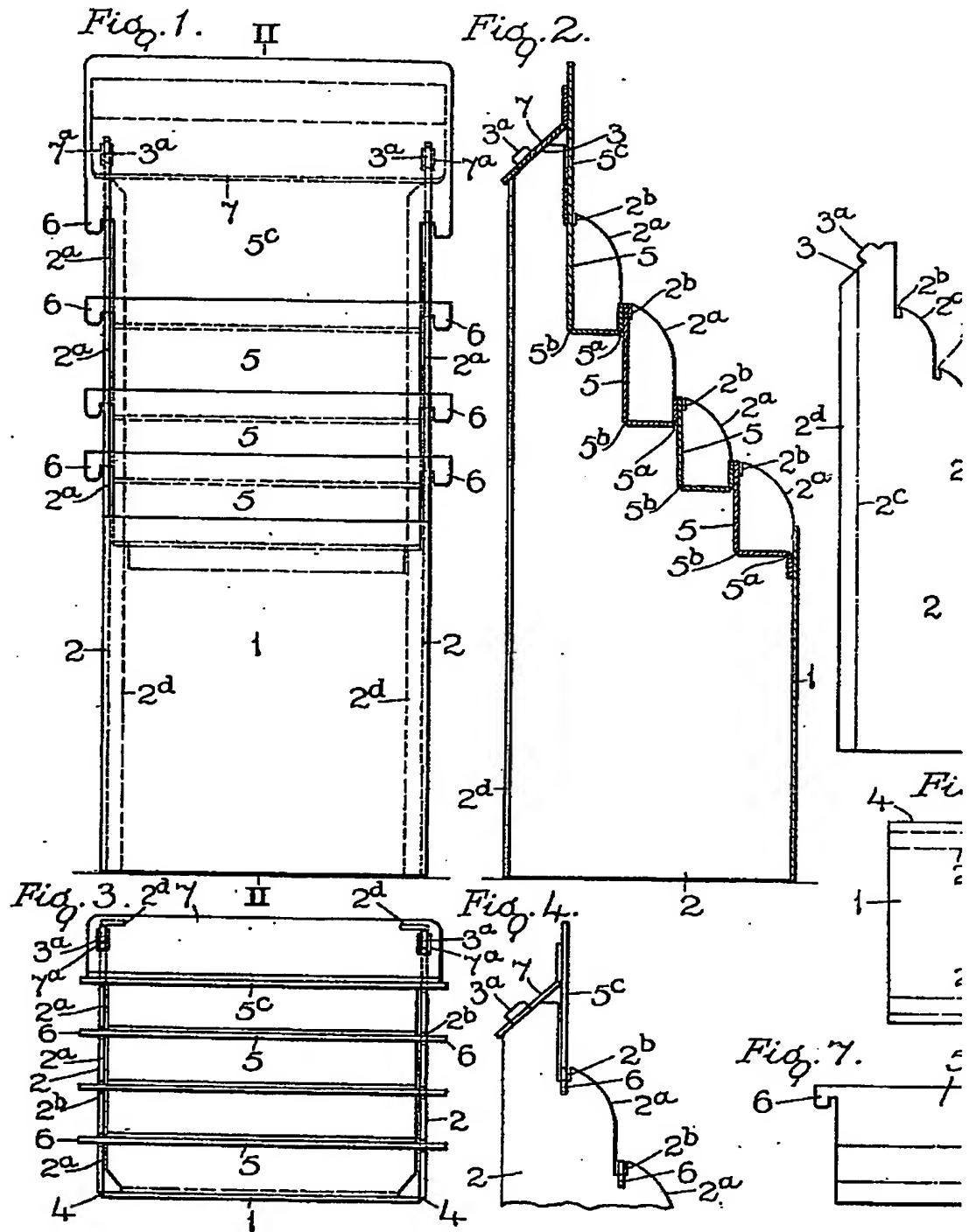
H. GARDNER & SON,
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Agents for the said Applicants.

Dated this 16th day of December, 1932.

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Fig. 5. VI

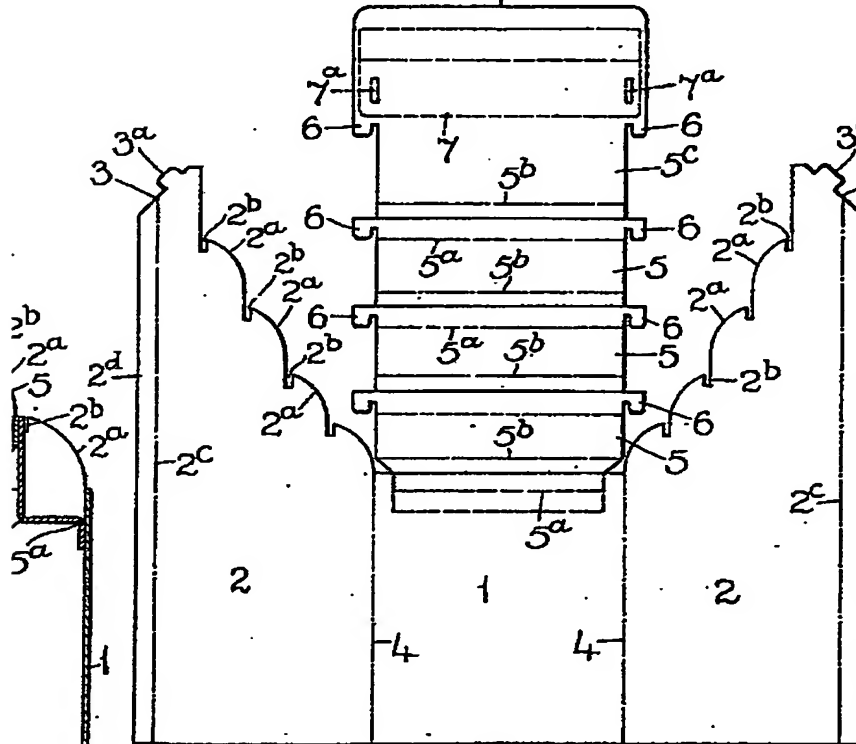


Fig. 6.

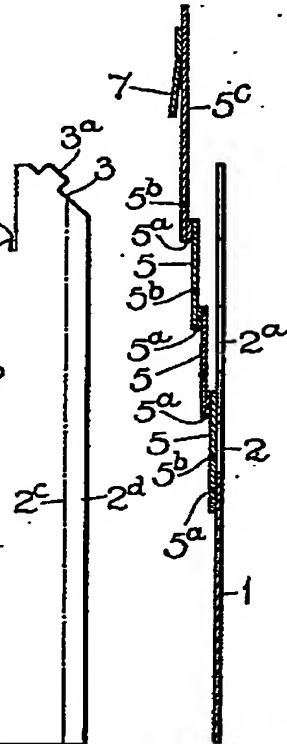


Fig. 9. VI

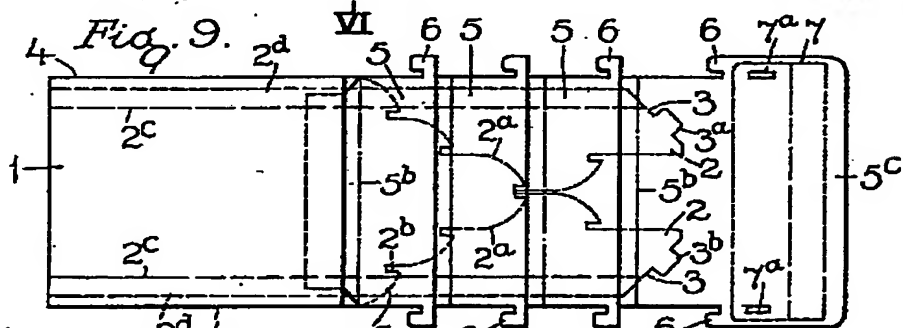


Fig. 7.

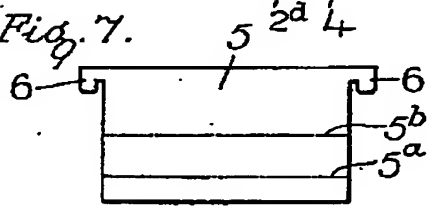
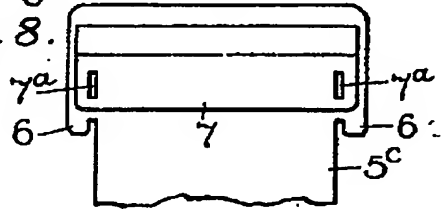
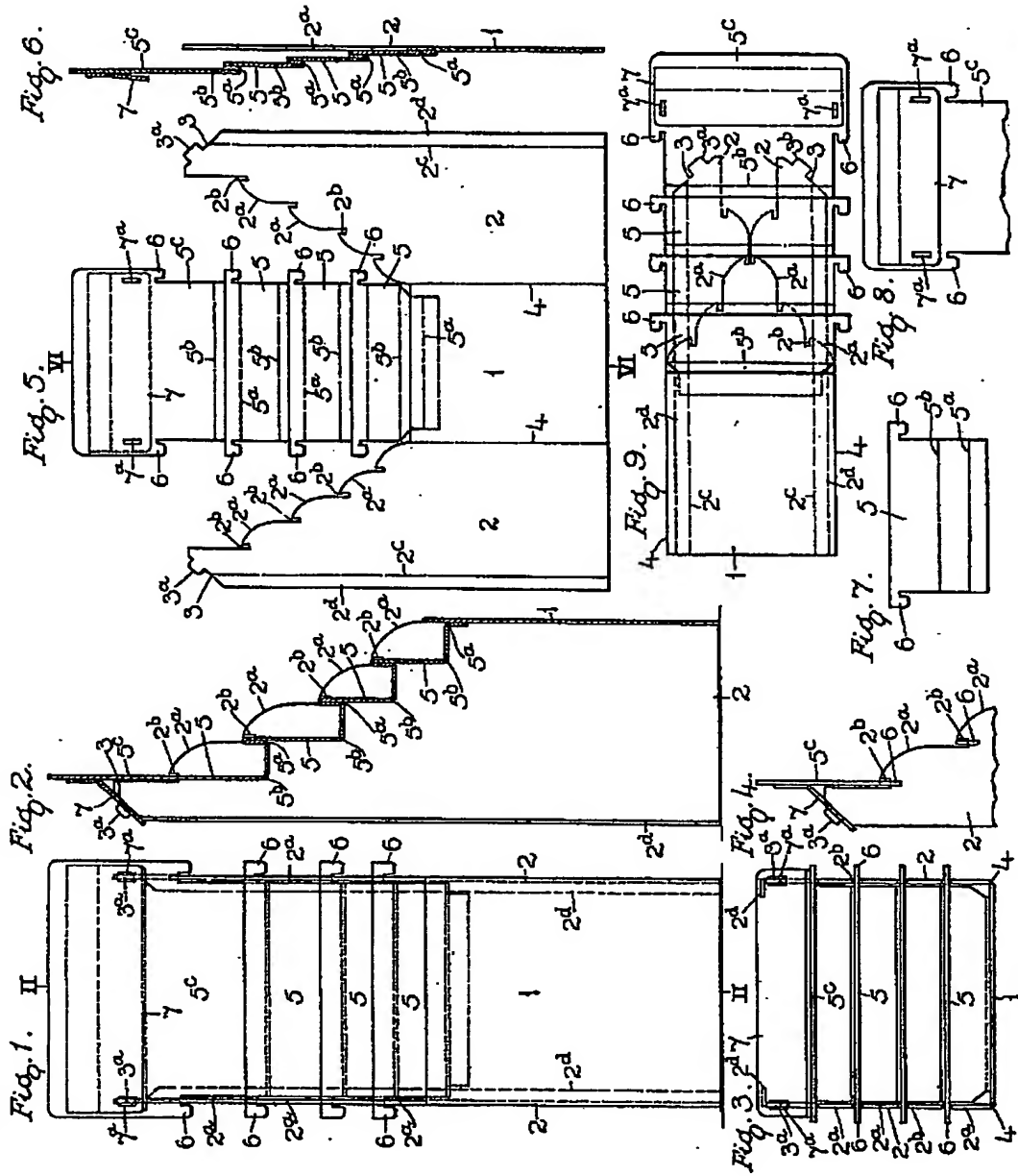


Fig. 8.





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